

SEP 21 1942

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 18, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday Sept. 18- Sept. 30	CAMOUFLAGE DISPLAY OF MINIATURE MODELS Applying industrial camouflage to Interior Decoration, the Traphagen School of Fashion's Camouflage Class under the direction of Prof. Alon Bement, inaugurates a timely and patriotic course in camouflage, starting Oct. 13th. Reservations now being made. Exhibit is on public view from 9 A.M. to 9 P.M. daily, and Sat. until 5 P.M. For further information, Registrar: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND ST.)
Friday Sept. 18 5:00 P.M.	RECEPTION TO R.W.R. YOUTH DIVISION At a reception honoring three Soviet Student delegates to the International Student Campaign, Helen Hayes will be Mistress of Ceremonies to launch the Fall Campaign of the Youth Division of Russian War Relief. One of the Russian delegates is Red Army Lt. Ludmila Pavlichenko, famous girl sniper who killed 309 Nazis. Press and public invited. Contact: RWR, MU. 6-3203.	RUSSIAN WAR RELIEF, INC.	HOTEL BILTMORE MADISON AVE. AT 43 ST.
Saturday Sept. 19 11:00 A.M.	"TRICKS FOR TEENS" CLUB Showing fashions to platter-bug girls requires props they like, such as juke box music, Pepsi-Cola's and jive talk of their own parlance. Thus Saks 34th Street presents teen-age fashions for home, school, and careers. Open to Press and Teens. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH ST. TEENS' SHOP

WEEK BEGINNING MONDAY, SEPTEMBER 21, 1942

Now Showing 10:30 A.M., 2:30 P.M.	WINTER AND HOLI- DAY COLLECTION A diversified showing of timely and distinctive originations anticipating Christmas and New Year dress needs. Press and Trade invited. Contact: Mrs. Simpson, LA. 4-7626.	MARY LEE, INC.	498 SEVENTH AVENUE
Now Showing 10:30 A.M.	LATE FALL COLLECTION Colorful assortment of crepe afternoon, and woolen day dresses and dressy and tailored suits, presented for Trade review. Buyers and stylists invited. Contact: Hansen Bang, BR. 9-4020.	HANSEN BANG INC.	498 SEVENTH AVENUE
Now Showing	PAN-AMERICAN AIR- WAYS EXHIBIT Sections of a giant trans-oceanic "Flying Clipper Ship" are part of a touring exhibit of the war-time effort of the Latin-American countries. Beginning with Brazil, this museum "tour" will move on to the rest of the respective war efforts of our Latin-American neighbors. Contact: Michael Davidson, N. Y. Museum of Science and Industry, CI. 6-2075.	N. Y. MUSEUM OF SCIENCE & INDUSTRY	30 ROCKEFELLER PLAZA
Monday Sept. 21	YOM KIPPUR, JEWISH DAY OF ATONEMENT. Nearly all department stores and Garment Center closed.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 21- Oct. 10	BELMONT FALL RACE MEET Admission: grandstand, \$1.50; clubhouse, \$4. Tickets obtainable from Belmont Park.	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, L. I.
Monday Sept. 21 Preview Night 6:00 P.M.- 10 P.M. Sept. 22-23, 10 A.M.- 10:30 P.M.	GARDENING MOBILIZERS FOR VICTORY Harvest festivities for the benefit of Army and Navy Relief organizations will climax the Victory Gardening season. Participating in this festival are a number of garden clubs of America, plus other flower and horticultural organizations. Chairman of the committee in charge is Richardson Wright, the managing director is J.W. Johnston. Preview admission for Sept. 21, \$1.10. Admission thereafter, 66¢. Schedules for the show obtainable by contacting: Korbel & Colwell, Inc., PL. 5-0478.	NEW YORK VICTORY GARDEN HARVEST SHOW	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
Tuesday Sept. 22 9:30 A.M. Breakfast	PRESS BREAKFAST PREVIEW Macy's big Fall Fashion Presentation for members of the Fashion Press. Strictly by invitation. Publicity: Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	EXECUTIVE DINING ROOM 13TH FLOOR
Tuesday Sept. 22 11:00 A.M.	FALL FUR FASHION PRESENTATION Formerly a distinguished furrier in Vienna, Alfred Rainer is now known for distinctive high-style furs in this country. Press invited to see the Collection at the aperitif hour. Publicity: Viola Shefer, PL. 3-2116.	ALFRED RAINER	17 EAST 55TH STREET
Tuesday Sept. 22 2:30 P.M.	FALL HATS WITH GLAMOUR A new Collection for Custom-Order clientele, matrons and misses. Hats with a dash of continental flavor to be introduced with sparkling commentary by Mme. Paule Madoc of Catoir. Open to Press and clientele, by invitation. Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTO	509 MADISON AVENUE
Tuesday Sept. 22 4:00 P.M.	PRESS REVUE: HATS AND ACCESSORIES Original Creations by an individual designer, shown at joint Press and Buyers' preview, stressing weskit and hat-ensembles and new technique in furs and felts. By invitation only. Publicity: Anita Andra, PL. 8-1809.	ANITA ANDRA	558 MADISON AVENUE
Tuesday Evening Sept. 22 8:00- 9:45 P.M.	COURSE IN FURS AND FUR MERCHANDISING 8th year of highly recommended course in furs and fur merchandising given by Max Bachrach, fur consultant for the N.Y.U. School of Retailing. OPA rulings are included and special instructions for new retail executives in fur departments. Registration begins Mon., Sept. 22nd, room 520, 32 Waverly Place. Cost of course, \$25. Contact: School of Retailing, SP. 7-2000.	SCHOOL OF RETAILING	NEW YORK UNIVERSITY WASHINGTON SQUARE
Wednesday Sept. 23 11:30 A.M.	FALL AND WINTER SHOE SHOW Saks 5th Avenue, past masters in the exciting and novel presentation of new shoe fashions, will preview their Fall and Winter shoes to members of the Fashion Press. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	5TH AVE. AT 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 23 12 Noon	WAR-TIME CLINIC 6th semi-annual luncheon clinic of the Retail Men's wear Council to discuss the industry's war-time problems, including such vital matters as Supply, Blends, Labor, Inventory Control, Promotion, Credit, Display. There will be Minute-Men speakers, round table discussions, forums, and lunch. New Fall and Winter Fashions in Men's Wear will be exhibited in specially designed sets. Admission, including luncheon, \$10. Press by invitation. For further information: Mr. M. H. Wallach, PE. 6-0065.	RETAIL MEN'S WEAR COUNCIL	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday Sept. 23 1:00 P.M. Luncheon	1ST IN FALL LUNCHEON FASHION SHOW SERIES Dein-Bacher of the Waldorf will open the Fall Luncheon Fashion Show series with new fur fashions for Fall and Winter. Weekly luncheons on the Starlight Roof, until Oct. 7th, when they will be transferred to the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday Sept. 24 10 A.M.- 5:00 P.M.	CLINIC ON WAR-TIME PROBLEMS IN UNDERGARMENTS Clinic sponsored in cooperation with Department of Commerce. Open to entire women's undergarment industry and retail stores for the purpose of clarifying inventory, price control, measurement and limitations and other subjects pertinent to the industry. Speakers from OPA and leaders in the industry. Session including luncheon, \$2.50. Contact: Milton M. Mound, Nat'l Women's Undergarment Mfrs. Assoc., 295 Madison Ave., CA. 5-2450.	NAT'L WOMEN'S UNDER- GARMENT MFRS. ASSOC.	McALPIN HOTEL ROOF B'WAY AT 34TH STREET
Thursday Sept. 24 12:30 P.M. Luncheon	THIRD FALL LUNCHEON OF NEW YORK PUBLICISTS Third weekly meeting of press agents and public relation-ists at luncheon for members and guests. Speaker: Harry Singer of Psychological Institute, who will demonstrate "Lie Detector". Publ.: Mr. Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Sept. 24 1:00 P.M. Luncheon	1ST FALL SHOWING: YOUNG TIMERS' SHOP FASHIONS Henri Bendel presents Young Timers' fashions including day-time and evening clothes and furs. Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	HENRI BENDEL (10 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Sept. 24 3:00- 6:00 P.M.	FORMAL OPENING: SHOW- ROOM AND SALES OFFICE Makers of Dundee Towels and other cotton specialties, formerly called Georgia-Kincaid, announce a new showroom decorated by Joseph B. Platt of House and Garden. Press and Trade by invitation only. Publicity: Stell Ayleshire, Wesley Assoc., MU. 6-7077.	DUNDEE MILLS INC.	40 WORTH STREET
Thursday Evening Sept. 24 7:40- 9:40 P.M.	COURSE IN CONSUMER WAR-TIME FABRICS Special feature of Columbia's evening textile classes for persons engaged in retailing and related activities is this course conducted by Mrs. Helena Marsh Lester on "Materials of Merchandising - Fabrics Today". Stressing priority requirements, war economies, newer chemical materials and current events in the textile world. Also several other timely courses related to textiles, offered by Columbia University. Registration from Sept. 21-26. Cost of course, \$25. For further information, contact Registrar, UN. 4-3200.	COLUMBIA UNIVERSITY EXTENSION COURSES	COLUMBIA UNIVERSITY 116TH ST. AT BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Evening Sept. 24 8:00 P.M.	FILM INSTITUTE TO TRAIN WAR FILM EXPERTS With so much interest in war films, the Institute of Film Techniques at City College, starts its second year on Sept. 24th with an expanded program to train people for the work. Workshop courses in film production, information and training have been added to the curriculum, with emphasis on the immediate instruction of employable film workers. For the first time, women are eligible for registration in the Institute's courses. Instructors include: Willard Van Dyke, Richard Ford, Theodore Straus, and Irving Lerner. Film experts will lecture during the semester. Course covers a full term, (5 months) three times weekly at 8 P.M. Registration fee, \$2. Tuition fee, each course, \$10. Registration begins on Sept. 15th at the Main Bldg. of City College, Convent Ave. at 139th St. For further information, contact: Supervisor, Irving Jacoby, or Michael Davidson, 740 Madison Ave., RE. 4-0275.	THE INSTITUTE OF FILM TECHNIQUES	CITY COLLEGE CONVENT AVE. AT 139TH
Friday Evening Sept. 25 7:00 P.M.	COLUMBIA UNIVERSITY CLASSES IN CAMOUFLAGE Dr. Leopold Arnaud, Dean of Columbia's School of Architecture, will head a new course covering principles of vision, decoys in obscurement practice, dimouts and light deception, and assorted forms of camouflage in an 8-week course, twice a week, at 7 P.M. Approved by American Institute of Architects. Especially for architects, engineers and industrial designers, but enrollment is open to all men and women adequately qualified. Graduates will receive a certificate of proficiency issued jointly by Columbia U. and OCD. Cost, \$30. Contact: Edward J. Grant, Registrar, UN. 4-3200.	COLUMBIA UNIVERSITY, SCHOOL OF ARCHITECTURE	116TH ST. AT BROADWAY NEW YORK CITY
Beginning Saturday Sept. 26	OFFICIAL OPENING OF FOOTBALL SEASON NOTE: Important games, from point of view of fashion-coverage, are listed here. This schedule will not be repeated. Please preserve it for ready reference. <u>SATURDAY, SEPT. 26</u> COLUMBIA-FORT MONMOUTH at BAKER FIELD <u>SATURDAY, OCT. 3</u> PENN-HARVARD at CAMBRIDGE COLUMBIA-MAINE at BAKER FIELD <u>SATURDAY, OCT. 10</u> ARMY-CORNELL at WEST POINT NAVY-PRINCETON at YANKEE STADIUM YALE-PENN at NEW HAVEN COLUMBIA-BROWN at BAKER FIELD NAVY-YALE at BALTIMORE <u>SATURDAY, OCT. 17</u> PRINCETON-PENN at PHILADELPHIA COLUMBIA-ARMY at BAKER FIELD <u>SATURDAY, OCT. 24</u> COLUMBIA-PENN at PHILADELPHIA BROWN-PRINCETON at PRINCETON <u>SATURDAY, OCT. 31</u> COLUMBIA-CORNELL at BAKER FIELD YALE-BROWN at NEW HAVEN ARMY-PENN at PHILADELPHIA HARVARD-PRINCETON at CAMBRIDGE <u>SATURDAY, NOV. 7</u> NAVY-PENN at PHILADELPHIA ARMY-NOTRE DAME at YANKEE STADIUM <u>SATURDAY, NOV. 14</u> YALE-PRINCETON at PRINCETON <u>SATURDAY, NOV. 21</u> ARMY-PRINCETON at YANKEE STADIUM COLUMBIA-DARTMOUTH at BAKER FIELD <u>SATURDAY, NOV. 28</u> ARMY-NAVY at PHILADELPHIA		
Monday Sept. 28 12:30 P.M. Luncheon	"OUR FUTURE IN PLASTICS" Before the members' monthly luncheon meeting, J. Earl Simonds, Technical Dir., Eastern Div., Plastics Industries Technical Institute, will cover all fields of the Plastics Industry: Fashion, Packaging, Home Furnishings, Architecture. This subject is pertinent to every member's job. Members are urged to bring their bosses. Unlimited guest privileges. Cost of luncheon, \$1.75 (incl. tip). For reservations, call, CI. 7-1734.	FASHION GROUP, INC.	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 28 1:00 P.M. Luncheon (Postoned from 9/21)	SELECTIVE FALL FASHION SHOWING One of the series of weekly style luncheons. Open to public. Luncheon, a la carte. Press by invitation. Jay Thorpe Publicity: Christine LeVathes, CI. 7-4300. St. Regis Publicity: Mary Alice Rice, PL. 3- 4500.	JAY THORPE (24 W. 57TH ST.)	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.
Monday Sept. 28- Oct. 3	MERCHANDISE MART EXHIB- ITS APPAREL & ACCESSORIES Women's, Children's, Infants' Wear and Accessories will be displayed before buyers to enable them to keep in touch with their sources and at the same time cut down travel and conserve tires and gasoline.	CHICAGO MERCHANDISE MART	CHICAGO ILLINOIS
Beginning Monday Evening Sept. 28 6:45- 8:25 P.M.	COURSE IN RETAIL ADVERTISING This course is designed to meet the needs of a retail advertising career in 15 weekly lessons. Instruction includes headlines, copy, and lay-out, con- struction of ads, media, and space use. Fee \$10. Instructor: Maxwell F. Marcuse. Contact: Robert A. Love, Dir., GR. 5-7140.	CITY COLLEGE SCHOOL OF BUSINESS	LEXINGTON AVE. AT 23RD STREET
Beginning Tuesday Sept. 29 12:45 P.M.	15-MINUTE RADIO PROGRAM ON SEWING Macy's intensive program to push the sale of piece goods continues with a weekly 15-minute radio program to excite interest in fashions, fabrics and sewing gear to the times. Virginia Carter, Director of the Dress Making Center, will commentate this program. Publ.: Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	WOR (710 ON DIAL)
Tuesday Sept. 29 4:30 P.M.	PREVIEW: MEN'S TOILETRIES Preview of new additions in men's Seaforth Toiletries, including a new "Commando Kit" for men in the services. Also launching new offices ap- propriately decorated for masculine cosmetics. Press by invitation. Contact: Richard Stern, PE. 6-4459.	ALFRED D. McKELVY CO.	10 ROCKEFELLER PLAZA
Wednesday Sept. 30 All Day	WAR-TIME CHRISTMAS RETAILING FORUM Because of unusual 1942 problems, the Bureau of Smaller Stores of NRDGA will hold an all-day forum on the theme "Thoughts on the War-Time Christ- mas". Session will discuss volume outlook, advertising, promotion, extra help, overseas and service gifts. Lew Hahn, Gen. Mgr., NRDGA, will address the luncheon forum. Contact: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Wednesday Sept. 30 1:00 P.M.	FASHION SHOW LUNCHEON This is one of regular Wed. Fashion showings for lunchers at the Waldorf. Fall clothes, presented with music and showmanship. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	KATHLEEN INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday Sept. 30 2:30 P.M.	FALL ACTIVITIES OF RUSSIAN WAR RELIEF Inaugurating Fall activities by the Women's Division of R.W.R. The program and plans will be announced and prominent women will be appointed to head program activities. Attendance by invitation. Contact: RWR, MU. 6-3203.	AUSPICES, WOMEN'S DIV. RUSSIAN WAR RELIEF, INC.	COSMOPOLITAN CLUB 122 EAST 66TH STREET
Beginning Wednesday Evening Sept. 30	PROBLEMS OF RETAIL FASHION MERCHANDISE A course in problems and policies of retail fashion merchandise will be (Continued on following page)	JOHN B. SWINNEY	COLUMBIA UNIVERSITY SCHOOL OF BUSINESS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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(Continued from preceding page)

7:40-9:20 P.M.	given wed. evenings, from Sept. 30th to Jan. 20th, in the School of Business, room 415, 116th St. at B'way, by John B. Swinney, Mng. Dir., Uptown Retail Guild. Mr. Swinney has conducted this excellent course for a number of years. This term he will use his new text book, "Merchandising of Fashions". Recommended to all students of fashion retailing. Tuition fee, \$25. University fee, \$5. Contact: University Extension, UN. 4-3200.		
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Thursday Oct. 1 1:00 P.M. Luncheon	FALL SHOWING: EX- CLUSIVE ORIGINALS Details of fashion presentation in later issue. Open to public. Luncheon, \$2. Press by invitation. Plaza Publ.: Alma Zaiss, PL. 3-1740, ext. 410.	JENKINS GOWNS INC. (660 5TH AVENUE)	PLAZA HOTEL PERSIAN ROOM
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Thursday Oct. 1 1:00 P.M. Luncheon	1ST FALL FASHION LUNCHEON Marking the opening of the Fall season at the Pierre, Gunther's luxurious furs will be shown. Specially stressed will be small furs to enhance the 1942 ever-present suit fashions. Open to public. Luncheon, \$2. Press by invitation. Gunther Publicity: Viola Shefer, PL. 3-2116. Pierre Publicity: Kathleen Moran, RE. 4-5900.	GUNTHER (666 5TH AVE.)	PIERRE HOTEL COTILLION ROOM
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Friday Oct. 2	NEWSSTAND DATE: ANNIVERSARY ISSUE Celebrating its 75th birthday with contents as gay as a champagne supper, the magazine will stress an unusual museum issue including excerpts from the past three-quarters of a century. Copies will have collectors' value for magazine libraries. Orders ahead indicate a bumper subscription. Harper's Bazaar eager to arrange promotional idea with stores throughout the country. Contact: Fred Drake, WI. 2-2800.	HARPER'S BAZAAR	572 MADISON AVENUE
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Sunday Oct. 4-7	MERCHANDISE MART EXHIB- ITS APPAREL & ACCESSORIES Mid-season and holiday lines of wearables, accessories, and smallerwares will be jointly exhibited for New England buyers, thus enabled to see wide selections of merchandise and at the same time conserve tires and gasoline.	BOSTON MERCHANTISE MART	HOTEL TOURAINE BOSTON, MASSACHUSETTS
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Tuesday Oct. 6 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance, with a presentation of exciting Fall hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
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Tuesday Oct. 6, Wednesday Oct. 7 2:30 & 8:45 P.M.	NEW YORK TIMES WAR STYLE PARADE To appease consumer interest in the effect of WPB's L-85 order on fashion, the New York Times will demonstrate in dramatized performances, and with static displays, the fashions of the times. The clothes shown will range from modest-priced costumes to creations by leading houses specializing in custom-made clothes. American style leadership after two years of independence of Paris, will be clearly brought out. Mirrored too, will be today's fashion front, including costumes of civilians, war-time workers and defense plant employees. The underlying theme is the determination of American women to dress sensibly yet smartly. There will be two performances each day, matinee and evening. The Army Emergency Relief Fund will benefit from the proceeds of these fashions of the times. Open to public. Admission, \$1.65. Publicity: Jane Ellis, CO. 5-4535 or CO. 5-7784.	NEW YORK TIMES	TIMES HALL (LITTLE THE- ATRE), 229 WEST 43RD ST.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 7 1:00 P.M. Luncheon	FALL SEASON: SERT ROOM STYLE SHOW SERIES Harry Collins, quality dressmaker, will stage his first Fall luncheon fashion show, marking the re-opening of the Sert Room. Spotlight on Fall and Winter Fashions. Open to public. Luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HARRY COLLINS, DRESSMAKER (647 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 7-25	RODEO 17th Annual World's Championship Rodeo. \$60,000 prize money! Guest star: Roy Rogers, hero of Western films. Tickets, \$1.10 to \$3.85.	MADISON SQUARE GARDEN	8TH AVE. AT 50TH ST.
Thursday Oct. 8 1:00 P.M. Luncheon	FALL FASHIONS FOR ALL OCCASIONS Macy's unfurls Fall clothes at a gala Plaza luncheon. Open to public. Luncheon, \$2. Press by invitation. Macy Publ.: Kay Inglis Jones, CH. 4-2000. Plaza Publ.: Alma Zaiss, PL. 3-1740, ext. 410.	R.H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 8 1:00 P.M. Luncheon	FALL FASHIONS LAUNCH NEW "FLAMBÉ" SHADE This may possibly be one of the last color coordinations, now that WPB has put its foot down on colors other than blue, black, brown and white in leathers. For this showing, Anthony Blotta Fashions, I. Miller, Shoes, Aris Gloves, Pichel Bags, and Schoen Hats are designed in Flambé color, a rosy red adopted by China War Relief and shown at the Pierre under the auspices of Bonwit Teller. Open to public. Luncheon, \$2. Press by invitation. Publicity: Adams and Anderson, CH. 4-6691. Pierre Publicity: Kathleen Moran, RE. 4-5900.	ANTHONY BLOTTA & "IDENTI-COLS"	HOTEL PIERRE COTILLION ROOM
Monday Oct. 12-21	OPENING DAY: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Tuesday Oct. 13 1:00 P.M. Luncheon	DRESS-UP STYLES FOR WAR TIMES Showing an assortment of selective ready-to-wear fashions for Fall social events. Also practical styles for socialites doing war work. Open to public. Luncheon, \$2. Press by invitation. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 14- Oct. 15 10 A.M.- 5:00 P.M.	ANNUAL FALL MEETING The Annual Fall Meeting generally held in Chicago, will take place this year in New York. This is because of the desirability of obtaining Washington speakers, who lack time to travel to Chicago. Open to members and Hide and Leather Trade. More details in later issue of FASHION CALENDAR. Contact: Mr. J. L. Nelson, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Oct. 14 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING Henri Bendel will repeat their showing of Young Timers' fashions including day-time and evening clothes and furs. Open to public. Luncheon, \$2. Press by invitation. Bendel Publ.: Frances Anderson, CI. 7-1100. Waldorf Publ.: Ted Saucier, EL. 5-3000.	HENRI BENDEL (10 WEST 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Oct. 15 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING De Pinna will present a Fall Collection for Day-Time and Evening in the Persian Room of the Plaza. Open to public. Luncheon, \$2. Press by invitation. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	DE PINNA (650 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 15 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Undaunted by war priorities, the Fall Fashions of Traina-Norell (550 7th Ave.) will be shown before a lunching public under the Bonwit Teller sponsorship. Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	TRAINA-NORELL FOR BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Saturday Oct. 17 12:15 P.M. Luncheon	WOMEN AT WAR LUNCHEON Celebrating National Business Women's Week, business and professional women's organization are planning a bang-up luncheon with top-ranking speakers such as Major Oveta Culp Hobby of the WAAC's and Lt. Comm. Mildred McAfee of the WAVE's promised. Also other top-ranking American and Canadian women in official war jobs. Chairman: Mrs. Grace Allan Bangs. Open to all business and professional women. Tickets, \$2.25. Contact: Sara Sparks, ~~WI. 2-8548~~ or Mrs. Grace Bangs, PE. ~~4-6000~~ . <i>Re 2-1300</i>	N.Y. LEAGUE OF BUSINESS AND PROFESSION WOMEN	HOTEL ASTOR B'WAY AT 45TH ST.
Wednesday Oct. 21 1:00 P.M. Luncheon	FALL LUNCHEON FASHION REVUE Another food-and-fashion combination stressing street, day-time and evening style selections by Arnold Constable. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publ.: Jeanne Pierre, CA. 5-2300. Waldorf Publ.: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 21 5:30 P.M. (Postponed from 9/30)	WAR-TIME HAIR DRESSING STYLES Presenting new coiffures that coordinate hair and millinery. Also featuring newest methods in permanent waving, hair coloring, and setting. Press preview by invitation. Contact: Bernord Az Guro, WI. 2-1692.	BERNORD AZ GURO	HOTEL NEW WESTON MADISON AVE. AT 50TH
Thursday Oct. 22 10:30 A.M.- 4:30 P.M.	ANNUAL MEETING This is the meeting for discussion of industry matters with special speakers including Miss Virginia Jewel. Purpose: to continue to strengthen the hold cotton has taken on fashion. Winter campaign plans will be condensed and discussed. Open to members and Trade Press. Fashion Press welcome. Contact: Virginia Jewel, WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Coming Early 1943	"OUR LIFE IN WAR" DEPICTED Maintaining the American way of life during war-time is the theme of an extensive exhibit to be held by R. H. Macy. The acceptance by civilians of many amazing substitutes and improvements, brought about by the shortage of critical materials, has posed a challenge to American inventiveness. That challenge met and mastered is the purpose of the Macy exhibit. More details to follow. Publicity: Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	HERALD SQUARE

DATES AHEAD

Sept. 21 JEWISH DAY OF ATONEMENT (Monday)*
 Sept. 23 1ST DAY OF AUTUMN (Wednesday)
 Sept. 26 COLLEGE FOOTBALL SEASON OPENS (Sat.)
 Oct. 1 MOVING DAY (Thursday)
 Oct. 12 COLUMBUS DAY (Monday)
 Oct. 27 NAVY DAY (Tuesday)
 Oct. 31 HALLOWE'EN (Saturday)
 Nov. 3 ELECTION DAY (Tuesday)
 Nov. 11 ARMISTICE DAY (Wednesday)

RED LETTER WEEKS

Sept. 20-26 NATIONAL DOG WEEK
 Oct. 2-12 NATIONAL BRANDS WEEK
 Oct. 3-10 NAT'L RETAIL FURNITURE WEEK
 Oct. 4-10 FIRE PREVENTION WEEK
 Oct. 4-10 NAT'L BUSINESS WOMEN'S WEEK
 Oct. 25-31 NATIONAL GIRL SCOUT WEEK
 Nov. 2-8 AMERICAN ART WEEK
 Nov. 9-15 NATIONAL FATHER & SON WEEK
 Nov. 11-30 RED CROSS DRIVE

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Sunday.....DOROTHY THOMPSON AS FASHION COMMENTATOR WJZ (770 ON DIAL)
- Sept. 20 Noted female columnist returns to a radio spot each Sunday night at 9:45
9:45 P.M. P.M. Contact: WJZ Publicity Dept., CI. 7-5700.
- Tuesday....PREMIERE: "VICKIE" PLYMOUTH THEATRE, 236 W. 45TH ST.
- Sept. 22 Farce by Sig Herzig. This is a Frank Mandel production. Cast includes:
José Ferrar and Uta Hagen. Publ. Richard Maney, WI. 7-6939.
- Wednesday...PERSIAN ROOM, FALL OPENING, PLAZA HOTEL, 5TH AVE. AT 59TH STREET
- Sept. 23 Dinner-dance for benefit of Navy League of U.S.A. Chairman, Mrs. John Jacob
Astor. Featured entertainment: Hildegard and Bob Grant's orchestra. Bene-
fit night, dinner, \$6.60. Open to public. Press invitations from Navy
League only. Dinner from Sept. 24th, Official Opening of Persian Room,
\$3.00 and \$3.50. No cover charge. Publ.: Alma Zaiss, PL. 3-1740.
- Thursday...PREMIERE: "TALES OF MANHATTAN" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH
- Sept. 24 Phenomenal movie produced by 20th Century Fox with colossal collaboration
of authors on story and actors in the cast. Among writers are: Ben Hecht,
Molnar, Donald Ogden Stewart, Alan Campbell, Samuel Hoffenstein. In cast
are such glittering stars as Charles Boyer, Rita Hayworth, Ginger Rogers,
Edward G. Robinson, Paul Robeson, Ethel Waters, Thomas Mitchell, Charles
Laughton. Clothes by Dolly Tree, Bernard Newman, Gwen Wakeling, and Irene.
Publicity: Louise Van Slycke, CI. 6-0950.
- Thursday...PREMIERE: "BETWEEN US GIRLS" (Movie) CAPITOL THEATRE, B'WAY AT 51ST
- Sept. 24 Universal presents a good woman's draw picture starring Diana Barrymore,
Robert Cummings and Kay Francis. Clothes by Vera West. Publicity: Maurice
Bergman, CI. 7-7100.
- Friday.....PREMIERE: "DESPERATE JOURNEY" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
- Sept. 25 Warner Brothers movie drama with Errol Flynn, Nancy Coleman, Ronald Reagan
and Allan Hale. Clothes by Milo Anderson. Publ. Eve Siegel, CI. 6-1000.
- Week of....PREMIERE: "LET FREEDOM SING" LONGACRE THEATRE, 220 W. 48TH ST.
- Sept. 28 Premiere of musical revue starring Mitzi Green. Also in the cast, Ruth Bond
and Eddie Mayehoff. Costumes by Paul du Pont. Publ. Jim Proctor, WI. 7-1093.
- Week of....PREMIERE: "COUNT ME IN" BARRYMORE THEATRE, 243 W. 47TH
- Sept. 28 Sparkling musical comedy, words and music written by Ann Ronnell with
Louella Gear, produced by Harry Kaufman and Messrs. Shubert. Also Charles
Butterworth, Hal LeRoy, June Preisser and Gower & Jeanne. This is a modern
military comedy with current women's army and navy characters. Clothes by
Irene Sharaff. Publicity: C. P. Greneker, CI. 6-9500.
- Tuesday....PREMIERE: "HELLO OUT THERE" ????
- Sept. 29 A one-act play by William Saroyan, and "Magic", a three-act play by G. K.
Chesterton, will be offered jointly on Broadway. Cast includes Eddie
Dowling, Julie Haydon and others. Publicity: Leo Freedman, LA. 4-5119.
- Wednesday...PREMIERE: "STRIP FOR ACTION" NATIONAL THEATRE, 208 W. 41st ST.
- Sept. 30 A gay presentation of the adventures of a burlesque troupe providing enter-
tainment for an army camp, written by Messrs. Lindsay and Crouse, who are
the co-authors of "Life With Father", produced by the writers and Oscar
Serlin. Cast, not fully announced yet, includes Keenan Wynn, son of Ed
Wynn. Publicity: Harry Forward, CI. 5-6371.
- Wednesday...GIANT ARMY EMERGENCY AMERICAN BUSINESS AND MADISON SQUARE GARDEN
- Sept. 30 RELIEF SHOW GARMENT INDUSTRY LEADERS 8TH AVE. AT 50TH ST.
- 8:30 P.M. Leaders in the garment, retail, industrial and amusement fields are cooper-
ating in plans for a giant Army Emergency Relief Show called "We're All In
It," to be held at the Garden, Wed. evening, Sept. 30th. 18,000 seats,
receipted from \$1.10 up, are now on sale at the Army Emergency Relief
Show's Headquarters at Suite 583, Waldorf Astoria Hotel (PL. 3-7752). Star
attractions include: Myrna Loy, Edward Arnold, Connie Boswell, and others.
Production is in charge of Leonidoff of Radio City Music Hall, For further
information, Bernard Relin, Exec. Dir., PL. 3-7752.